

Message Text

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PAGE 01 DHAHRA 00746 01 OF 02 280649Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----106873 280656Z /21

R 271255Z JUN 77
FM AMCONSUL DHAHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5519
AMEMBASSY ATHENS
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
USLO RIYADH

UNCLAS SECTION 1 OF 2 DHAHRAN 0746

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: PROCESS CONTROLS TRADE MISSION -- OCTOBER 1977

REF: USDOC 11623, DHAHRAN 0590

1. RE REF DEPTTEL, POST SECONS WISDOM OF US MANUFACTURERS OF
PROCESS CONTROLS TO DROP CONCEPT OF TECHNICAL SEMINAR IN FAVOR
OF SPECIALIZED TRADE MISSION. AS WE SUGGESTED EARLIER (SEE
DHAHRAN REFTTEL) WE NOW OF BELIEF THAT A TECHNICAL SEMINAR MAY
NOT BE THE MOST SUITABLE MEANS TO USE AS WE SEEK TO ATTRACT
EASTERN PROVINCE INTEREST IN HIGH TECHNOLOGY PRODUCTS SUCH AS
PROCESS CONTROLS. POST WAS, IN THIS REGARD, PARTICULARLY DELIGHTED
TO READ THAT EMBASSY JIDDA (SEE JIDDA 4447) NOW SHARES OUR THOUGHTS
IN THIS AREA.

2. SUBSEQUENT TO TRANSMISSION OF OUR REFTTEL, POST HAS
BEEN ABLE TO DEVOTE MORE TIME TO RESEARCHING POTENTIAL
MARKET IN CONSULAR DISTRICT FOR US PROCESS CONTROLS.
ADDITIONAL EVIDENCE ONLY RE-INFORCESHARKETING COMMENTS MADE
IN PARAA 1-3 OF OUR REFTTEL. WE HAVE DETERMINED ONLY ONE
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COMPANY, APART FROM ARAMCO, THAT IS A SIGNIFICANT CONSUMER
OF PROCESS CONTROLS. IT REPORTS THAT AFTER-SALES SERVICE
IS ALMOST UNOBTAINABLE AND LOCAL AGENTS TYPICALLY TAKE
LITTLE INTEREST IN MARKET FOR PROCESS CONTROLS. WE HAVE IDENTIFIED
ONE COMPANY THAT HAS TAKEN REAL INTEREST IN PROCESS CONTROLS
MARKETING AND SERVICE AND SEVERAL THAT MIGHT BE CANDIDATES IF
THEY CAN BE CONVINCED THAT THERE IS A GROWING MARKET HERE FOR

PROCESS CONTROLS.

3. AS WE SUGGESTED IN OUR REFTTEL, ARAMCO PROVIDES THE MAJOR MARKET FOR PROCESS CONTROLS IN THE CONSULAR DISTRICT. ITS FAMILIARITY AND EXPERTISE WITH PROCESS CONTROLS IS SO SUPERIOR IN THIS MARKET THAT WE JUDGE THE MARKET FOR THOSE PRODUCTS TO BE "TWO TIER" IN CHARACTER. ON ONE HAND, ARAMCO WITH A PROCESS CONTROL ENGINEERING UNIT, HAS ADOPTED OR IS IN THE PROCESS OF ADOPTING SOPHISTICATED PROCESS CONTROLS SYSTEMS WHICH ARE FULLY COMPATIBLE WITH ITS OPERATIONS AS THE LARGEST PETROLEUM PRODUCING COMPANY IN THE WORLD. ARAMCO, THEREFORE, IS SO FAR OUT IN FRONT OF OTHER COMPANIES IN THE AREA THAT IT BEHOOVES US TO BELIEVE THAT A TRADE MISSION OFFERING PROCESS CONTROLS MUST OFFER VERY SOPHISTICATED PRODUCTS TO APPEAL TO ARAMCO TECHNICIANS. LOOKING AT THE OTHER "TIER", IF TECHNOLOGICALLY-ADVANCED PRODUCTS ARE TO BE OFFERED BY TRADE MISSION MEMBERS, MOST INDUSTRIAL FIRMS, OR THOSE COMPANIES SUPPLYING THE INDUSTRIAL SECTOR HERE, ARE NOT YET IN A POSITION TO USE OR MARKET THOSE GOODS AND SERVICE. MOST TRADE MISSION MEMBERS WILL FIND THE LOWER TIER TO BE OF LITTLE INTEREST UNLESS THEY WISH TO SEARCH ABOUT FOR A LOCAL AGENT TO FOLLOW UP ON ARAMCO SALES ALREADY MADE.

4. WE DO NOT EXCLUDE THE ARAMCO MARKET ALTHOUGH IT HAS RECEIVED SALES OF ENGINEERING REPS FROM ANY NUMBER OF US UNCLASSIFIED

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PROCESS CONTROL COMPANIES. CURRENTLY, FOR EXAMPLE, IT HAS OR WILL RECEIVE PRESENTATIONS FROM SEVERAL LEADING US COMPANIES IN THE PROCESS CONTROL FIELD. ALTHOUGH ARAMCO HAS SELECTED SOME PROCESS CONTROL SUPPLIERS AND IS CLOSE TO SELECTING OTHERS, WE DO NOT SAY THAT THE OIL COMPANY IS A CLOSED MARKET BUT, RATHER, A VERY SELECTIVE MARKET. FOR EXAMPLE, SELECTION OF LARGE COMPUTERS FOR PROCESS CONTROL SYSTEM HAS BEEN MADE BUT ARAMCO PROCESS CONTROL ENGINEERS WOULD LIKE TO TALK WITH COMPANIES WHO HAVE DEVELOPED NEW MICRO-PROCESSORS. ONE ENGINEER COMMENTED THAT "THE STATE OF THE ART IS CHANGING FAST" AND OIL COMPANY WILL WANT TO TALK WITH COMPANIES WHO MAKE PRODUCTS APPLICABLE TO ARAMCO'S NEEDS.

5. IN VIEW OF FOREGOING, POST HAS COMPILED A LIST OF US COMPANIES THAT ARE OR WILL BE SUPPLYING PROCESS CONTROLS AND SERVICES TO ARAMCO. POST BELIEVES LIST WILL BE HELPFUL TO USDOC OFFICIALS PLANNING SUBJECT TRADE MISSION AND TO PROCESS CONTROL COMPANIES INTERESTED IN COMING TO DHAHRAN AS IT WILL SHOW THEM THEIR COMPETITION THAT IS ALREADY ON THE GROUND HERE AND, HOPEFULLY, HELP THEM IDENTIFY A GAP WHICH AN ENERGETIC US COMPANY CAN TRY TO FILL. ARAMCO ENGINEERS NOTE THAT LIST, WHICH FOLLOWS, IS BY NO MEANS

COMPLETE AS THERE ARE PROCESS CONTROL COMPONENTS WHICH
SUPPLIERS OFTEN PURCHASE FROM ORIGINAL EQUIPMENT MANUFACTURERS
(OEM) AND DESIGN THE EQUIPMENT INTO THEIR OWN SYSTEM:

APPLIED AUTOMATION, BARTELSVILLE, OKLAHOMA (EMERGENCY SHUT
DOWN SYSTEMS).

MINNEAPOLIS HONEYWELL, MINNEAPOLIS (\$7 MILLION IN INSTRUMENTATION
AND SEVERAL LARGE COMPUTERS NOW UNDER CONSIDERATION).

HARRIS CORP, ELECTRONIC SYSTEMS DIV., MELBOURNE, FLA.
(INSTRUMENTATION FOR WATER INJECTION PROGRAM).

WESTINGHOUSE, PITTSBURG, PENNA (INDUSTRIAL APPLICATIONS).
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IBM, NEW YORK (REMOTE JOB ENTRY SYSTEMS).

HEWLETT-PACKARD, PALO ALTO, CALIF. (VARIOUS OEM ITEMS).

BILES AND ASSOCIATES, HOUSTON, TEXAS (SOFTWARE AND CONSULTING).

UNITED TECHNOLOGIES, HARTFORD, CONN. (TURBINE MONITORING).

TELEDYNE SYSTEMS, LOS ANGELES (TURBINE MONITORING).

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----098176 280700Z /21

R 271255Z JUN 77

FM AMCONSUL DHAHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 5520

AMEMBASSY ATHENS

AMEMBASSY DAMASCUS

AMEMBASSY JIDBU

AMEMBASSY KUWAIT
USLO RIYADH

UNCLAS SECTION 2 OF 2 DHAHRAN 0746/2

TELEDYNE GEOTECH, DALLAS, TEXAS (MICROPROCESSERS AND COMPRESSOR CONTROLS).

ROCHERSTER INSTRUMENTS, ROCHESTER, N.Y. (SEQUENCY OF EVENTS RECORDERS).

POWELL MAGNETIC INDUSTRIES, PROCESS SYSTEMS INSTRUMENTS DIV
SANTA ANA, CALIF (DEDICATED MICRO-PROCESS CONTROLLERS).

EMC, TIMONIUM, MARYLAND (DIGITAL DATA ACQUISITION SYSTEMS).

NORTHROP, PALOS VERDES PENINSULA, CALIF (POWER CONTROLS AND DISPATCHING).

FOXBORO, FOXBORO, MASS (INSTRUMENTATION).

MUNCK SYSTEMS, HAMPTON, VIRGINIA (AUTOMATED WAREHOUSING SYSTEMS)

FERROCUBE, SAUGERTIES, N.Y. (INSTRUMENTATION).

DANIELS METER, HOUSTON (METERING).

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DIGITAL EQUIPMENT, MAYNARD, MASS. (VARIOUS OEM ITEMS).

6. POST IN SHORT, H MJ EH M FOR A PROCESS CONTROLS
TRADE MISSION THAN IT HAS FOR A PROCESS CONTROL TECHNICAL
SEMINAR -- BUT NOT MUCH MORE FOR REASON CITED ABOVE IN
PARA 1-3 OF ITS REFTEL. POST ALSO NOTES THAT KEY ARAMCO PROCESS
DECISION MAKER
WILL BE ON LEAVE AT TIME SUBJECT TRADE
VISIT IS SCHEDULED TO BE IN DHAHRAN. POST'S WISH TO DEFER
MAKING A DECISION ON WHETHER TO RECEIVE SUBJECT TRADE MISSION
BASED ON FACT THAT POST HAS BEEN ASKED TO RECEIVE ONE OTHER
TRADE MISSION AT THE SAME TIME AND WILL HOST ANOTHER
TRADE MISSION SHORTLY BEFORE THE PROCESS CONTROLS TRADE MISSION
WOULD ARRIVE IN DHAHRAN. POST STRESSES THAT IT SIMPLY DOES
NOT HAVE THE STAFF TO SUPPORT SO HEAVY A TRADE PROMOTION
BURDEN AT ONE TIME (A DISCUSSION THAT WILL BE
TREATED IN SEPTELS). THEREFORE, POST REQUESTS USDOC TO
KEEP IT INFORMED ON ITS PLANS FOR SUBJECT TRADE MISSION AND,
MOST IMPORTANT, ADVISED AS TO WHICH COMPANIES (TOGETHER WITH
DESCRIPTIONS OF
THEIR PRODUCTS) HAVE ACCEPTED INVITATIONS
TO JOIN THE PROCESS CONTROLS TRADE MISSION ON ITS OCTOBER

TOUR OF MIDDLE EAST.
BUSHNELL

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